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fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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february

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, MARCH 10, 1951</u>			
Now Going On- March 15	CHILDREN'S EASTER FASHION FAIR The Borden cow family--Elsie, Elmer and Beauregard will be present at the Children's Easter Fashion Fair. A fashion showing of children's clothes will be held daily (except Saturday) at 4:00 P.M., with guest stars present. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	8TH FLOOR SPEC. EVENTS CTR.
Friday March 9 11:00 A.M.	PRESS SHOWING OF FRENCH COLLECTION Bergdorf Goodman will present their dress and millinery collection of French imports to the press. Attendance by invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR MADE-TO-ORDER DEPT.
Friday March 9 2:00 P.M.	SHOWING OF FRENCH IMPORTS TO TRADE Trade showing by Ruth Ramos of her collection of French imports--dresses, suits, coats and sportswear. (<u>Note Change of Date</u>). Showings <u>March 12 through 15; March 19 and 20</u> , at 2:00 P.M., by appointment. Contact: William Ramos, JU. 6-3000, Ext. 832.	RUTH RAMOS, INC. (15 EAST 66TH STREET)	HOTEL ASTOR COLLEGE HALL
Friday March 9 3:00 P.M. Cocktails	PREVIEW OF NEW BROOKLYN STORE Roaman's informal cocktail party and opening of the new Brooklyn Store. By invitation. Contact: WI. 7-6400.	ROAMAN'S	15 HANOVER PLACE BROOKLYN, N.Y.
Saturday March 10 11:00 A.M.	SHOWING OF TEEN FASHIONS Namm's will present a showing of teen fashions for Easter, in cooperation with "Seventeen" magazine. Publicity: Susanna Davis, TR. 5-5700.	NAMM'S	2ND FLOOR

WEEK BEGINNING MONDAY, MARCH 12, 1951

Monday March 12 10:30 A.M.	PRESS PREVIEW OF FRENCH COLLECTION Henri Bendel will present French fashions to the press. (<u>Note Change of Date and Time</u>). By invitation only. Publ.: Frances Anderson, CI. 7-1100.	HENRI BENDEL	3RD FLOOR
Monday March 12 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Luncheon showing of Stein & Blaine's custom-order collection, coordinated with furs; also interpretations of Paris creations. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Stein & Blaine Contact: Betty Greenburg, PL. 3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 12 4:00 P.M.- 6:00 P.M. Cocktails	HAIR STYLE SHOW AT ANNUAL CONVENTION The press will be invited to a showing of the "Coiffure of the Year", featuring regional variations of the basic coiffure theme, to be held in the Empire Room of the Hotel Victoria. Speakers: Hazel Rawson Cades, Mary Kelley and Eleanor Lambert. By invitation only. Contact: Albert of Fifth Avenue, PL. 3-8903; or, Barbara Halton Hallam, Hallam Associates, TR. 9-6723.	HAIR FASHION COUNCIL OF AMERICA	HOTEL VICTORIA 7TH AVE. & 51ST ST.
Monday March 12	INFORMAL SHOWING OF PARIS IMPORTS & COPIES Russeks will present a collection of Paris imports and adaptations of the fashions at an informal showings all day. (Show scheduled for 2:00 P.M. has been cancelled). Open to public. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Tuesday March 13 11:45 A.M. Cocktails 12:15 P.M. Luncheon	CUTEX LUNCHEON AND PRESS CONFERENCE Northam Warren Corporation, makers of Cutex nail polish, will invite the press to a luncheon and press conference. Cocktails at 11:45 A.M.; luncheon at 12:15 P.M. By invitation only. Publicity: Dolly Whitehead, J.M. Mathes, Inc., LE. 2-7450.	NORTHAM WARREN CORP.	HOTEL PIERRE ROOF
Tuesday March 13 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Jonai will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Jonai Contact: PL. 5-3500. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	JONAI, INC. (408 PARK AVENUE)	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday March 13 1:00 P.M. Luncheon	SPRING & SUMMER FASHIONS AT LUNCHEON Presentation of Spring and Summer collection from the couture house of Elliot-Charles, coordinated with William J millinery and Tuvache perfumes. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Elliot-Charles Contact: EL. 5-0436. Sherry Fashion Director and Publicity: Rosamond Hanscom, PL. 3-0200.	ELLIOT-CHARLES, INC. (106 EAST 60TH ST.)	SHERRY'S-300 PARK SHERRY ROOM
Cancelled March 13	DUTCHESS UNDERWEAR CORP. PRESS SHOWING OF SPRING LINGERIE BY MME. TEWI, SCHEDULED FOR TUES., MARCH 13, AT 4:30 P.M., HAS BEEN CANCELLED.		
Tuesday March 13 8:30 P.M. Dinner; Dance	SECOND ANNUAL "BAL DES CHAPEAUX" The Associate Board of the Philharmonic-Symphony Society of N.Y. and the Junior Committee of the Auxiliary Board, in cooperation with leading milliners and the men's hat industry, will present the Second Annual "Bal Des Chapeaux". Furs--Maximilian. Proceeds for benefit of the Student Ticket Endowment Fund. Prices (including dinner and entertainment): \$25.00, "boxes"; \$15.00 for floor tables. For reservations, contact: Burden Littel Bureau, 114 East 62nd St., TE. 8-6272. Publicity for "Bal Des Chapeaux", Rasponi Associates, TE. 8-8171.	PHILHARMONIC-SYMPHONY SOCIETY OF NEW YORK	HOTEL PLAZA GRAND BALLROOM
Wednesday March 14 10:00 A.M.	SPRING AND SUMMER FURS AT PRESS SHOW Spring and Summer fur fashions from Paris and New York by Revillon Freres. By invitation only. Contact: PL. 9-5504.	REVILLON FRERES	11 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 14 11:30 A.M.	"FURS & FUR FORECAST" PRESS PREVIEW Esther Dorothy will present her Spring-Summer collection, with a forecast of Fall furs. By invitation. Publicity: Eleanor Lambert, MU, 8-2130.	ESTHER DOROTHY	68 EAST 56TH STREET SALON
Wednesday March 14 12:30 P. M. Cocktails; 1:00 P.M. Luncheon	SUN GLASS DISPLAY AND CONFERENCE Magazine editors will be invited to a fashion display and conference, sponsored by the L. J. Houze Convex Glass Company of Point Marion, Pa., for the entire sun glass industry. Jane Abbott, director of beauty styling for John Robert Powers, will discuss beauty as related to the wearer of sun glasses. Alice Richardson, fashion editor of "Look" will speak on the fashion importance of sun glasses. Dr. R. H. Peckham, Associate Professor of Ophthalmology at Temple University's School of Medicine, will release new scientific findings on the vital need for wearing sun glasses. By invitation only. Publicity: Gar Schmitt, of Hill & Knowlton, LA. 4-1420.	L. J. HOUZE CONVEX GLASS COMPANY	HOTEL PLAZA BAROQUE SUITE
Wednesday March 14 12:30 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW "Straight Ahead To Spring--A Color Cavalcade of Easter Millinery" will be presented by Milgrim. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	MILGRIM	WALDORF ASTORIA SERT ROOM
Wednesday March 14 12:45 P.M. Luncheon	SPRING FASHION SHOW DURING LUNCHEON "Feminine Charm"-- Boue Soeurs will present a showing of Spring gowns. Hats--Mme. Lucienne. Furs-- Phil Gottlieb-Sattler. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Boue Soeurs Contact: PL. 3-8270. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	BOUE SOEURS (9 EAST 54TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday March 14 2:30 P.M.	SHOWING OF CUSTOM- ORDER COLLECTION Opening of Mme. E. Garnett's Spring and Summer custom-order collection. For press and public. By invitation. Contact: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Wednesday March 14 7:30 P.M. Cocktails	SHOWING OF FALL PATTERN FASHIONS Marcus-Grubere, Inc., a pattern-designing firm, will present Fall and Winter fashions for 1951. Press invited. Trade attendance by subscription only. Contact: LO. 4-0542.	MARCUS-GRUBERE, INC. (1407 BROADWAY)	WALDORF ASTORIA JADE ROOM
Thursday March 15 9:15 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS Macy's will present a press showing of fashions for Spring. By invitation only. Show will be repeated on <u>Monday, March 19 and Tuesday, March 20 at 2:30 P.M.</u> in Macy's Little Shop on the 3rd Floor, for customers, by ticket only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S	13TH FLOOR EXECUTIVE DINING RM.
Thursday March 15 9:30 A.M. Breakfast	PRESS SHOWING OF PLASTIC LAMINATES The press will be invited to a breakfast preview of new decorator colors, printed fabric laminates and wood-grains in mar-proof furniture. By invitation only. Publicity: Gertrude Bailey, PL. 9-8200.	PLASTICS DIVISION OF MONSANTO CHEMICAL CO.	445 PARK AVENUE 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 15 11:00 A.M.	PREVIEW OF NEW DECORATOR FABRICS Cheney Brothers will present a preview of new collection of Natura hand printed decorator fabrics at 11:00 A.M. Preview will be repeated from 4:00 P.M. to 7:00 P.M. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	CHENEY BROTHERS	509 MADISON AVENUE SHOWROOM
Thursday March 15 12:15 P.M. Luncheon	PARIS REPORT AT LUNCHEON MEETING The Fashion Group will present its Paris Report. Bettina Ballard, fashion editor of "Vogue", will report on French Spring collections. Highlights of the collections will be shown. Commentator: Betty Downey, fashion editor of "Glamour". Program Chairmen: Eleanor W. Howard and Gwen Randolph. Price: \$4.50 for members. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday March 15 12:30 P.M. Luncheon	SPRING COLLECTIONS AT SPECIAL LUNCHEON A special presentation of Spring millinery collection by Talbert, Inc., coordinated with Spring gowns from a collection by Rose Lash, during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Talbert Contact: PL. 5-8364. Rose Lash Contact: PL. 9-6213. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	TALBERT, INC.; ROSE LASH	WALDORF-ASTORIA SERT ROOM
Thursday March 15 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS Mimi Tuthill will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Publicity: Commentator, Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MIMI TUTHILL (50 EAST 50TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday March 15 3:00 P.M.	SPRING CUSTOM-ORDER PREVIEW FOR PRESS Press preview of the Spring custom-order collection by Elizabeth Arden. (<u>Note Change of Date</u>). By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
Thursday March 15 4:00 P.M. Cocktails	FABRIC AND FASHION FORUM FOR 1951 "Parents'" Magazine fabric and fashion forum, with a forecast for Fall 1951. Mrs. Beryl Tucker, fashion editor of "Parents'", will analyze children's wear fashions. By invitation only for apparel and accessory manufacturers. Contact: Monroe Michels, MU. 5-4400.	PARENTS' INSTITUTE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday March 15 4:30 P.M. Cocktails	PRESS PREVIEW OF EASTER MILLINERY Presentation to the press of Mme. Dieu's custom-made hats for Easter. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	MME. DIEU	110 EAST 70TH STREET SALON
Thursday March 15 7:30 P.M.	SECOND SESSION OF PUBLICITY WORKSHOP Subject: "Publicity and the Editor". Speakers: Sylvia Schumacher, fashion writer for the N.Y. World Telegram & Sun; and Kathleen Casey of "Vogue." They will discuss editorial needs and requirements, deadlines, exclusivity of material, photographs for the newspaper and magazine. Director: Ellen Lind. Individual fee: \$2.50. Contact: Henrietta Gilbert, MU. 8-1837.	PUBLICITY THAT REACHES THE WOMAN	HOTEL DELMONICO PARK AVE. & 59TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 15	FEDERAL INCOME TAX DUE (Thursday).		
Friday March 16 12:00 Noon Luncheon Following Show	PRESS SHOWING OF SHOE COLLECTION The press will be invited to a presentation of Delman's collection of late Spring and Summer shoes; and to meet Roger Vivier, Paris designer for Delman. Showing in the Delman Suite, 15-G. Luncheon will follow in the Green Room. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	DELMAN	MADISON HOTEL 15 EAST 58TH STREET
Friday March 16 9:30 P.M.; March 17 3:00 P.M.	FIRST INTERNATIONAL FASHION REVUE The Philadelphia Fashion Group will stage the First International Fashion Revue at Chalfonte-Haddon Hall, Atlantic City, N.J. on March 16 at 9:30 P.M., and March 17 at 3:00 P.M. For the benefit of the Fashion Wing of the Philadelphia Museum of Art. Staging and Commentary: Vyvyan Donner. By invitation only. Publ.: Dorothy Daub, Strawbridge & Clothier, Phila.	THE PHILADELPHIA FASHION GROUP, INC.	CHALFONTE-HADDON HALL ATLANTIC CITY, N. J.
March 17	ST. PATRICK'S DAY (Saturday).		
Monday March 19 10:00 A.M.- 5:00 P.M.	PRESS PREVIEW OF PRINT EXHIBITION The Brooklyn Museum's Fifth National Print Annual exhibition, with emphasis this year on prints in color, especially in media of woodcut and lithography. The show will consist of etching, engraving, woodcut, lithograph, serigraph. Members Preview: Tues., March 20, 4:00 P.M. to 7:00 P.M. Open to public: Wed., March 21 through May 20. Publicity: John Gordon, NE. 8-5000.	BROOKLYN MUSEUM (EASTERN PARKWAY)	2ND FLOOR PRINT GALLERIES
Monday March 19 1:00 P.M. Luncheon	DESIGNERS COLLECTIONS AT LUNCHEON SHOWING Milgrim will present a collection of Spring and Summer fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MILGRIM	HOTEL PLAZA TERRACE ROOM
Wednesday March 21 12:30 P.M. Luncheon	FRENCH COLLECTION AT LUNCHEON SHOW Russeks will present their collection of Paris fashions and adaptations during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
March 21	FIRST DAY OF SPRING (Wednesday).		

EASTER SUNDAY ACTIVITIES IN NEW YORK CITY

Sunday March 25 12:00 Noon- 1:00 P.M.	EASTER PARADE ON NBC TELEVISION Faye Emerson and Skitch Henderson will describe Easter fashions worn by the paraders, and interview celebrities, from NBC's mobile unit in the Rockefeller Center's Promenade. During the program professional models will display the newest Sanson "Picturesque Hosiery, coordinated with Spring ready-to-wear. Publicity for Sanson Hosiery: Margo Myers, Steve Hannagan Associates, PL.5-2900. NBC-TV Publicity: Alan Kalmis, CI.7-8300	SANSON HOSIERY MILLS	NBT-TV CHANNEL 4
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(Easter Activities Continued on Following Page)

DATEWHAT'S GOING ONGIVEN BYWHEREEASTER SUNDAY ACTIVITIES IN NEW YORK (Continued)

Sunday	FIFTH AVENUE EASTER	BULOVA WATCH CO.;	CBS-TV
March 25	PARADE ON TELEVISION	WAMSUTTA MILLS	CHANNEL 2
12:00 Noon-	Ilka Chase, John Daly, Eva Gabor and Steve Allen will comment on the		
2:00 P.M.	Easter parade, from St. Patrick's Cathedral and proceeding up Fifth Avenue to the Plaza Hotel. CBS Publicity: Ben Talbot, PL. 5-2000.		
Sunday	ANNUAL EASTER SUNDAY	MADISON HOTEL	CAFE MADISON
March 25	"BRACER BREAKFAST"	(15 EAST 58TH STREET)	MAIN DINING ROOM
12:00 Noon-	The annual Easter Sunday "bracer breakfast" with N.Y. millinery person-		
2:00 P.M.	alities presenting prizes to women attending the breakfast. Price:\$2.50. Cafe Madison Contact: Claire Muller, EL. 5-5000.		
Sunday	LUNCHEON SHOWING	LILLY DACHE	HOTEL PIERRE
March 25	OF EASTER FASHIONS		COTILLION ROOM
1:30 P.M.	Lilly Dache will present millinery coordinated with suits and jewels at		
Luncheon	Easter luncheon showing. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Lilly Dache Publ.: Eleanor Lambert, MU. 8-2130. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Sunday	"PARADE OF CHAPEAUX"	SAKS FIFTH AVENUE	SHERRY-NETHERLAND
March 25	EASTER LUNCHEON		CHANTECLAIR ROOM
1:30 P.M.	Presentation of Saks Fifth Avenue's collection of custom millinery for		
Luncheon	Spring, designed by Tatiana du Plessix. The show will be held in the Chanteclair and Carnaval Rooms. Fresh flowers flown from France by Pan American Airways. Price: \$5.00. For reservations; contact: Carmino Veddas, EL. 5-2800. Sherry-Netherland Publ.: Fifi Booth, EL. 5-2800.		

Monday "MADE OF COTTON" MACY'S 13TH FLOOR
 March 26 FABRIC FASHION SHOW EXECUTIVE DINING RM
 9:15 A.M. Macy's will present a showing of fashions made of cotton fabrics, with the
 Breakfast 1951 Maid of Cotton modeling one of the styles. Show promptly at 9:30 A.M. By invitation only. Show will be repeated on March 26, 27, 28, and 30 at 11:00 A.M., 2:00 P.M. and 4:00 P.M.; also, March 29 at 2:00 P.M., 4:00 P.M. and 7:00 P.M., in Macy's Fabric Center on the 6th Floor. Open to public. Publicity: Helen Law, CH. 4-2000, Ext. 2431.

Monday SHOWING OF PARIS GIMBELS HOTEL PLAZA
 March 26 ORIGINALS & COPIES TERRACE ROOM
 1:00 P.M. Presentation of Paris originals by Desses, Fath, Gres, Griffe, Piguet, and
 Luncheon others—with Gimbels adaptations. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. This showing will be repeated on Monday, March 26 at 6:00 P.M.; Tuesday, March 27, and Wednesday, March 28 at 2:30 P.M. at Gimbels 3rd Floor "Fashion Row". Publicity: Charline Sutton, or Gay Stearns, LO. 5-1500, Ext. 600.

Monday CUSTOM FASHIONS SYDELL-MARIE-YATES WALDORF-ASTORIA
 March 26 AT BENEFIT SHOWING (666 FIFTH AVENUE) GRAND BALLROOM
 3:00 P.M. Sydell-Marie-Yates will present a benefit showing of Spring and early Summer custom order suits, dresses, cocktail, dinner, evening and bridal gowns. By invitation only. Contact: EL. 5-8729.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 26 8:30 P.M.	FASHION REVUE AND ALL-STAR SHOW Annual all-star benefit show and fashion revue with fashions from 36 leading N.Y. manufacturers. Tickets: \$1.50-\$17.50. Contact: CI. 5-7400.	ISRAEL ORPHAN ASYLUM (134 WEST 58TH STREET)	MADISON SQUARE GARDEN 8TH AVE. & 49TH STREET
Tuesday March 27 1:00 P.M. Luncheon	"FASHIONS FOR MOPPETS" DURING BENEFIT LUNCHEON Presentation of Spring and Summer children's fashions by Fairy Frock Co., with a collection of mother and daughter clothes, especially designed by Raissa Masket of Masket Brothers; Lotte of Drewyn; Miguel Dorian of Arnold and Fox; Benfatto and Kallman; Alan Graham of Horwitz & Duberman, at a benefit luncheon for the N.Y. Foundling Home. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Fairy Frock Co. Contact: CH. 4-2095. Sherry Fashion Director: Rosamond Hanscom, PL.3-0200.	FAIRY FROCK CO. (63 WEST 38TH ST.)	SHERRY'S-300 PARK AVE. SHERRY ROOM
Wednesday March 28 10:00 A.M. (Press) Continuous (Trade)	SUMMER DRESSES AND DIAMOND DISPLAY Five million dollars worth of diamonds, including the Vanderbilt and Black Star of India, will be displayed at the Artel Showroom in conjunction with the opening of the Summer line of dresses from Artel--a girl's best friend. By invitation only. Publ.: Saul Krieg Associates, PL.3-1543.	ARTEL DRESSES	1400 BROADWAY SHOWROOM-18TH FLOOR
Wednesday March 28 12:00 Noon Luncheon	"LACE IS FASHION" BENEFIT SHOWING The Lace Institute will present lace fashions in dresses, lingerie and accessories at a benefit luncheon for the Women's Auxiliary of the Flower and Fifth Avenue Hospital. Commentator: Maggi McNellis. Price: \$15.00. Tavern-On-The-Green Publicity: Laura Moser, SC. 4-8100. The Lace Institute Publicity: Gladys Steiner, MU. 9-1630.	THE LACE INSTITUTE	TAVERN-ON-THE-GREEN 67 & CENTRAL PARK, W.
Wednesday March 28 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Furs for late Spring and early Summer by Aronowicz; also by Castillo and other Paris couturiers. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Aronowicz Contact: Annette Meyer, PL.3-2698. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARONOWICZ, INC.	WALDORF-ASTORIA SERT ROOM
Wednesday March 28 12:45 P.M. Luncheon	"FRESH FASHIONS-FRESH FACES" LUNCHEON SHOW Special showing of Dan River fabrics in teen-age fashions from B. Altman & Co.; and Pond's make-up for young girls. Skol "Sun-Time" Bag--Roger Van S. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Dan River Publ.: Peg O. Bender, BR. 9-7802. Pond's and Skol Publ.: Marcella Holmes, J. Walter Thompson, MU. 3-2000, Ext. 305. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	DAN RIVER MILLS; & POND'S EXTRACT CO.	HOTEL PIERRE COTILLION ROOM
Wednesday March 28 4:00 P.M.	"INSPIRATIONAL PREVIEW" FABRIC FASHION SHOW Velvet, corduroy and velveteen fashion show in fabrics by Crompton-Richmond. Imported fashions: Hardie Amies of London; and Alwynn, Pierre Balmain, Jean Desses, Jacques Fath, Gres, Jacques Griffe, Hermes, Jeanne Lanvin, Manguin, Jean Patou, Robert Piguet and Schiaparelli, of Paris. American fashions by Fira Benenson, Lilly Dache, Howard Greer, Philip Hulitar, Irene of Hollywood, John Frederics, Don Loper, Marusia, Elizabeth Phelps. By invitation only. Publ.: Murrow McCurnin, LO.4-2900.	CROMPTON-RICHMOND CO.	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday March 31 3:00 P.M.	CUSTOM FASHIONS AT BENEFIT SHOWING Sydell-Marie-Yates will present a benefit showing of Spring and early Summer custom-order suits, dresses, cocktail, dinner and evening gowns; also a bridal procession. By invitation only. Contact: EL. 5-8729.	SYDELL-MARIE-YATES (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Saturday March 31- April 1	EASTERN DISTRICT ADVERTISING CONFERENCE Eastern District Conference of the Association of Women's Advertisers from Boston to Washington will be held at the Hotel Shoreham, Washington, D.C., March 31-April 1. Fee: \$15.00. Contact: Katherine L. Hanson, United Service Associates, Wardman-Park Hotel, Washington, D.C. For information, contact: Helen Hobby, Advertising Federation of America, BR. 9-0430.	WOMEN'S ADVERTISING CLUBS	HOTEL SHOREHAM WASHINGTON, D.C.
Beginning Monday April 2- April 5	INTERNATIONAL BEAUTY SHOW FOR 1951 Annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling and showings of the newest coiffures. On Wednesday, April 4, at 8:30 P.M., there will be a fashion presentation of furs, evening gowns, jewelry, millinery, sports and daytime dresses. Tickets: \$1.20-\$3.80. Contact: International Beauty Show, MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW	MANHATTAN CENTER 8TH AVE. & 34TH ST.
Wednesday April 4 12:30 P.M. Luncheon	JACQUES FATH SPRING COLLECTION AT LUNCHEON Joseph Halpert will present the Spring collection, designed exclusively for him in America by Jacques Fath. Hats--Mr. John. Gloves--Shalimar. Jewelry--David Webb. Clothes available at Lord & Taylor. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Joseph Halpert Contact: Natalie Jordan, WI. 7-7400. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	JOSEPH HALPERT, INC.	WALDORF-ASTORIA SERT ROOM
Beginning Sunday April 8- April 11	RAINWEAR CONVENTION AND EXHIBIT FOR TRADE The N.Y. Raincoat Manufacturers' Association will present exhibits by members of the association and suppliers of the rainwear industry, during the four-day convention. Publicity: Jack Berman, MU. 9-1546.	N.Y. RAINCOAT MFRS. ASSOCIATION	HOTEL NEW YORKER 7TH & 8TH FLOORS
Beginning Monday April 9- April 20	ADVANCE FALL SHOE SHOWINGS The Guild of Better Shoe Manufacturers will show their Fall collections, from April 9 through April 20. Members are: Beleganti, Newton Elkin, Fox Shoe Co., Andrew Geller, Jerro, Marino, I. Miller, Palter DeLiso, M. Wolf, Zuckerman & Fox. During this period, the press will be invited to see a composite display of highlights from the shoe collections in the Guild's office, Shelburne Hotel, Lexington Avenue and 37th Street. By appointment only. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	MEMBERS' SHOWROOMS; & GUILD OFFICE
Wednesday April 11 12:30 P.M. Luncheon	TROUSSEAU FASHIONS AT LUNCHEON SHOW Raymond Marinelli will present his Spring and Summer trousseau fashions for afternoon, cocktail, dinner and evening wear. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Marinelli Contact: PL. 7-2177. Waldorf Publicity: Madeleine Riordan, EL. 5-3000.	RAYMOND MARINELLI, INC. (37 WEST 47TH STREET)	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 11 12:30 P.M. Luncheon And 6:30 P.M. Dinner	SIXTH ANNUAL "BRAND NAMES DAY" The "retailer of the year" to be chosen by the Brand Names Foundation will be honored at the "Salute to the American Merchant" luncheon and afternoon session. Speaker: Senator James H. Duff of Pennsylvania. Attendance by reservation; \$10.00 for luncheon and afternoon session. A dinner will be held at 6:30 P.M. Tickets for dinner and evening session: \$15.00. Contact: Nathan Keats, Brand Names Foundation, PL. 9-8425.	BRAND NAMES FOUNDATION (37 WEST 57TH STREET)	HOTEL COMODORE GRAND BALLROOM
Thursday April 12 1:00 P.M. Luncheon	SPRING AND SUMMER SHOE COLLECTION J. & J. Slater will present a collection of shoes for Spring and Summer during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. J. & J. Slater Contact: Larry J. Horan, PL.9-4805. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	J. & J. SLATER	HOTEL PLAZA PERSIAN ROOM
Wednesday April 18 12:00 Noon Luncheon	AMERICAN DESIGN AWARDS LUNCHEON Lord and Taylor will present the Fourteenth Annual American Design Awards Luncheon. Each award is \$1,000. Price of tickets: \$4.50; contact: Olga Diamond, WI. 7-3300, Ext. 425. Public Relations, Rea Lubar, WI. 7-3300.	LORD AND TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Wednesday April 18- April 19	ANNUAL KNITTED OUTERWEAR CONVENTION The National Knitted Outerwear Association will hold its thirty-third annual convention at the Waldorf-Astoria. Contact: Carl Reichman, National Knitted Outerwear Ass'n, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSOCIATION	WALDORF-ASTORIA
Thursday April 19 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Presentation of Spring and Summer fashions by Phillippa Macdonald during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Macdonald Contact: PL. 5-8372. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PHILLIPPA MACDONALD (19 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Wednesday April 25 12:30 P.M. Luncheon	SUMMER FUR FASHIONS DURING LUNCHEON Dein-Bacher will present Summer fur fashions. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Dein-Bacher contact: Sophie Howard, PL. 9-5913. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Beginning Wednesday April 25- May 5	ANNUAL NATIONAL COTTON WEEK The National Cotton Council will sponsor the National Cotton Week, with extensive merchandising plans and promotions of cotton apparel, piece goods and home furnishings. Contact: Paul M. Jones, National Cotton Council, 271 Church Street, WO. 4-2521.	NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
Thursday April 26 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fabrics Division Luncheon Meeting with an exhibit of Fall fabrics. More details later. Chairman: Keene Lamborn. Price (including tax and tip): \$4.50 for members; \$4.75 for guests (two per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

MOVIES...MUSIC...TELEVISION...THEATRE

- Friday
March 9;
March 12
3:30 P.M. TELEVISION: "FASHION MAGIC" CBS-TV, CHANNEL 2
N.Y. designers will present their Spring highlights on Ilka Chase's television program, "Fashion Magic". March 9: Jane Derby. March 12: Nettie Rosenstein. Publicity: Helen Brattrud, PL. 5-2000.
- Saturday
March 10 OPENING: "ROMEO AND JULIET" BROADHURST THEATRE, 235 WEST 44TH ST.
Dwight Deere Wiman's presentation of William Shakespeare's play, starring Olivia de Havilland with Jack Hawkins. Director: Peter Glenville. Sets and Costumes: Oliver Messel. Publicity: Willard Keefe, CI. 6-7492.
- Week
Of
March 12 NINETEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Program: Mon. Eve., March 12: Wagner's SIEGFRIED. Tues. Eve., March 13: Mascagni's CAVALLERIA RUSTICANA and Leoncavallo's PAGLIACCI. Wed. Eve., March 14: Beethoven's FIDELIO. Thurs. Eve., March 15: Mozart's DON GIOVANNI. Fri. Eve., March 16: Beethoven's FIDELIO. Sat. Mat., March 17: Puccini's LA BOHEME. Sat. Eve., March 17: Gounod's FAUST. Publicity: Margaret Carson, PE. 6-1200.
- Wednesday
March 14 OPENING: "SPRINGTIME FOR HENRY" GOLDEN THEATRE, 252 WEST 45TH STREET
Harald Bromley and George Brandt, in association with Richard Doscher, will present a revival of the Benn W. Levy comedy. Stars: Edward Everett Horton, Haila Stoddard, Hugh Wakefield and Ursula Howells. Director: Harald Bromley. Setting: H. A. Condell. Costumes: David Ffolkes. Publicity: Sam Friedman, PL. 7-4380.
- Beginning
Wednesday
March 14- OPENING: N.Y. CITY OPERA CO. SPRING SEASON CITY CENTER, 131 W. 55TH ST.
The N.Y. City Opera Company will open its Spring season with a schedule of 5 weeks of performances. Publicity: Isadora Bennett, PL. 7-3184.
- Wednesday
March 14;
March 15
12:00 Noon TELEVISION: THE KATHI NORRIS SHOW WNBT, CHANNEL 4
March 14: Mr. Albert, a member of the Hair Fashion Council of America, will demonstrate the new Spring hair style. March 15: Kathi Norris will interview Simon Cohen, president of the Rainwear Manufacturers Association, who will present "Rainy-Day" fashions. Publ.: Babs Doniger, PL. 3-1742.
- Wednesday
March 14 PREMIERE: "BIRD OF PARADISE" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth Century-Fox will present a Technicolor motion picture, filmed in the Hawaiian Islands, an authentic story about the pageantry and folklore of the natives. Producer: Harmon Jones. Director: Delmer Daves. Stars: Louis Jordan, Debra Paget and Jeff Chandler. Wardrobe: Charles LeMaire. Publicity: Elizabeth Eisenhart, CO. 5-3320.
- Thursday
March 15 OPENING: "THE GREEN PASTURES" BROADWAY THEATRE, 1681 B'WAY
The Wigreen Company in association with Harry Fromkes will present Marc Connelly's famed Bible fable. Stars: William Marshall. Director: Marc Connelly. Setting and Costumes: Robert Edmond Jones. Choir Director: Hall Johnson. Publicity: Tom Weatherly, CO. 5-7640.
- Friday
March 16
1:30 P.M.-
2:30 P.M. TELEVISION: THE GARRY MOORE SHOW CBS-TV, CHANNEL 2
A "Princess of Prints", to promote print fashions, will be selected and crowned for the Silk & Rayon Print Institute. Mrs. Vincent Impelleteri will be on the judges' panel. Contact: Ted Baldwin, Inc. - Silk & Rayon Print Institute, 270 Park Avenue, MU. 8-2585. CBS Publicity: Hank Lewis, PL. 5-2000.